

J.B. Mosby & Co.

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Mosby Stocks Are at Their Best This Month

Our Advertising

It is the fundamental policy of this house to sell the best merchandise possible at the respective prices asked.

Our advertising is based entirely upon the merits of the goods advertised, and the best advertising we can do; in fact, the only kind we do, is to tell you the actual truth about our merchandise in the simplest, most convincing way.

We are therefore certain to make no extravagant claims as to value, but are more than likely to underestimate rather than overstate the value of the article.

Judge everything advertised to-day, and every day, by this statement.

"For Style and Quality in Women's Outer Garments You Must Come to Mosby's"

One of our customers—a stranger in Richmond—made the above remark a few days ago after she had shopped around town and then came here to purchase a suit. She was inclined to think we were too modest in our claims. Maybe so, but we like our friends to satisfy themselves thoroughly before purchasing.

Fancy Serge Suits, \$19.75

Twenty-eight-inch Coat, lined with satin; semi-fitted back, trimmed with braid and frogs down the front; finished with buttons at the bottom. Large lapels trimmed with wide braid. The skirt is plain, gored, high waist and trimmed with buttons; navy, black and brown.

Serge and Mannish Mixture Suits, \$24.75

Serges in navy and black and mannish mixtures in gray and brown. The coat is twenty-eight inches long and lined with satin. The skirt is plain, gored, loose panel back, trimmed with folds.

"Out Size" Suits, \$33.75

Made of wide wale serge, in navy and black. The coat is semi-fitted lined with satin and trimmed with wide silk braid and buttons. The skirt has seven gores, with an inverted plait on the back. Sizes 35 to 47.

Black Broadcloth Suits, \$27.75

Plain tailored suits, made of an extra good quality black broadcloth. Twenty-eight-inch semi-fitted coat, lined with gray satin; plain gore skirt, with plaits at the side.

Scotch Tweed Suits, \$27.75

Tan and gray mixtures, semi-fitted coat, panel effect back, trimmed with braid and buttons. Large lapels, trimmed with braid and buttons; imitation pockets on side.

Gored skirt, with a plait at the side and two plaits down the front gore; panel back.

French Serge Dresses, \$8.98

Fine quality French serge, in navy, black, brown and Copenhagen. High waist effect, with satin collar and turnback cuffs. Just the dress for fall use.

Women's All Wool Sweaters, \$3.00

Fancy weaves, collarless, with pockets on side and trimmed with pearl buttons. Others plain effects, with high collars. White, red and black. We've never had a better value.

Corduroy Skirts, \$5.98

We saw some the other day to retail for \$7.98 that looked not one whit better than ours. Two gores, high waist line, trimmed smoked pearl buttons, pockets on the side; black, tan, navy, brown and white. Splendid skirt for all outing purposes.

Rain Coats, \$7.98,

Equal to Many Sold for \$10.00

Made to our special order when trade at the factory was a little slack.

Rubberized silk coats, in stripes, checks and changeable effects of black, navy, brown, gray, wine and wistaria. Loose and semi-fitted backs, turnback cuffs, trimmed with buttons; pockets each side; absolutely waterproof, and nothing in Richmond just as good at the price.

New Silk Waists, Special, \$2.98

Very good quality messaline and taffeta, in black, brown, Copenhagen, navy and gray. Several styles; one has a ruffle down the front, another trimmed with plain tucks in front, and a third style in a plain shirt effect, with a pocket on the side. Stylish, well made and cheap.

New Waists of Silk Overdraped With Chiffon, \$5.98

Very handsome waists of brown and white, black and white and navy and white messaline, with an over-drapery of black chiffon. Beautifully hand embroidered front, with a lace yoke, collar and cuffs.

New, Full Length Coats, \$19.75

Pebble cheviots and Serges, in navy and black; also Black Broadcloths. Plain tailored, semi-fitted coats, lined to the waist with satin; notch collar and lapels; serviceable, nice looking garments, \$19.75.

Double Face Coats, \$23.75

Brown, green, coronation and grey; loose back, full length coats; perfectly reversible; very stylish.



Custom Tailoring and Dressmaking

Both departments in charge of experts. We guarantee the fit and finish of all garments to be perfect. We'll make you a suit complete for \$45.00 that will probably cost you \$5 to \$10 more elsewhere.

Sample suits and dresses on display.

BEAUTIFUL RIBBONS

There's not a ribbon want that this store cannot satisfy.

Persian Ribbons, five inches wide, beautiful color effects, 19c a yard.

Mohr Ribbons, six inches wide, with a satin stripe, all colors, 25c a yard.

Taffeta and Satin Ribbons, eight inches wide, all colors, 39c a yard.

Two-Tone Messaline Ribbons, seven inches wide, all colors, 39c a yard.

New Plaid and Stripes, five to seven inches wide, all colors; beautiful patterns, 25c to 50c a yard.

Double-Face Satin Ribbon, six inches wide, beautiful colorings, 59c a yard.

Flowered Velvet Ribbons, eight inches wide; richest, handsomest patterns in Richmond, in Persian and Dresden designs, \$3.00 a yard.

"Harvard Mills"

Knit Underwear

Acknowledged everywhere as the best and most perfect fitting underwear on the market.

Vests and Pants, in weights suitable for between seasons; all sizes, 50c.

Union Suits, in same weight as the vests and pants, \$1.00.

Ribbed Vests and Pants, light weight; vests tape neck; pants with French and straight bands, 25c; extra sizes, 35c.

Union Suits, wool and silk and wool, close fitting, \$1.50 and \$2.00.

Silks, Velvets, Dress Goods--Richmond's Most Complete Showing

Messalines, \$1 yard

Thirty-six inches wide, in all the fancy and staple shades; splendidly serviceable silks.

Liberty Satin, \$1.25 yard

It is a regular \$1.50 quality that we are privileged to sell under price. Thirty-six inches wide, in white, black, King's blue, emerald and purple.

Chiffon Taffeta, \$1.50 yard

Thirty-six inches wide, in black and a full line of solid colors; also two-tone effects. Best cloth on the market at this price.

Charmeuse Brocade, \$2.98 yard

Black and Gold Charmeuse Brocade, the newest fabric to combine with velvet; yard wide.

Satin Messaline, \$3.50 yard

Forty-two inches wide, in a beautiful shade of ivory; an ideal cloth for evening dresses.

Panne Chiffon, \$3.98 yard

Forty-five inches wide, in Harvard red, gold and lavender, with a black satin border, fifteen inches wide.

Velveteens, \$1.25 yard

Twenty-seven inches wide, in purple, green, brown, mode and black. Guaranteed fast pile and fast color.

Corduroys, \$1.25 yard

Twenty-two inches wide, in white, green, navy, brown and black.

Chiffon Velvet, Black and Colors

Yard-Wide Chiffon Velvets, in navy green and brown, \$3.00 a yard; black, \$3.50 a yard.

Black Foulard Velvet, \$6.00 yard

An ideal dress velvet, forty-five inches wide; beautiful goods.

Heaven Velvet, forty-two inches wide, in gold, black, gobein blue and mode; exceedingly high finish, \$10.00 a yard.

American Beauty Chiffon, velvet embossed, forty inches wide, \$10.98 a yard.

English Suitings, \$1.50 yard

Loose basket weave effects, fifty-four inches wide, in plain colors and fancies.

The fancy suitings consist of many shades of gray and brown, with varied styles of broken checks, broken plaids, mingled effects and stripes. A very complete assortment.

Hopsacking, \$1.50 yard

Plain and fancy weaves, fifty-four inches wide, in purple, brown, navy, black, wistaria, green and other popular shades.

Oxford Suitings, \$1.75 to \$2.50 yd

Fifty-four-inch Suitings, in stylish, mannish effects; a splendid cloth for tailored suits.

Mannish Mixtures, \$2.00 yard

Grays, in several shades and stripe effects; also black and white stripes and checks; fifty-four inches wide, \$2.00 a yard.

Gilbert Suitings, \$2.00 yard

New, nobby effects, in brown and black checks, blue and black checks and purple and brown stripes.

Zibelines, \$2.00 yard

Fifty-four inches wide and among the newest things to be had this season.

Grays and browns, flecked with contrasting colors; very rich, fifty-four inches wide.

Double Face Cloakings, \$2.75 yard

Reversible cloths, sixty inches wide, in navy, with a plaid back. Handsome fabrics for separate coats.

Broadcloths, Black and Colors

The colors range in price from \$1.50 to \$3.00, and comprise a full line of street and evening shades.

The blacks from \$1.00 to \$6.00 a yard. The values are unsurpassed anywhere.

Black Rattines, \$3.50 yard

Black, with white hair-line stripes; fifty-six inches wide, and positively the newest thing out in dress goods.

Charmingly Beautiful Dress Trimmings and Laces

If it were only possible for us to transport the new trimmings from our show cases and show them on this page in all their brilliancy and beauty, we would gladly do so—but that's impossible. It is equally impossible to give you in print any adequate idea of the beautiful things from across the seas this season.

The wonderful color combinations of royal purple, king's blue, the new greens, reds and lavenders, in beaded, spangled and silk effects are certainly things of beauty, and without doubt the woman fortunate enough to wear them will be joyous. Spend a little while at the Trimming Counter to-morrow.

If there ever was a lace season it is this one, and the Mosby Store was never in better shape to meet its demands.

Bands in real Irish, cluny, real filet, silk fabrics, repousse, etc.

Seam Venice Bands, with Van Dyke to match, 60c to \$5 yard.

Antique Bands, \$1.75 to \$5 yard—but a price list of laces is unsatisfactory—see them to-morrow while looking at the trimmings. It will be certainly worth your while.

New Lace Curtains Styles, Qualities, Assortments and Prices Right

Irish Point Curtains, three and three and a half yards long. The choicest selection from the Swiss mills, both in pattern and workmanship; \$4.00 to \$22.50.

Imported Cream Madras Curtains, largely used at present for bedrooms, being soft and easily draped. Four patterns, two and a half yards long, \$1.75 a pair. Three yards long, \$2.25 and \$2.75 a pair.

Renaissance, Arabian, Cluny, Marie Antoinette and Tambour Net Curtains, in a choice selection of patterns.

White Novelty Braided Curtains, three yards long, \$2.50, \$2.75, \$3.00 up to \$5.00 pair.

"Madame Eugenia" Corsets

Sold Only by J. B. Mosby & Co.

Real corset comfort comes from more than a good shape. The right fabric and the right boning are important factors.

We wanted the best in corset goodness, so we had a corset made to our special order—the "Madame Eugenia."

Model 501 illustrated to-day is made of good coutil, extreme and straight hips, medium bust, boned with whalon, trimmed with lace.

Corsets for medium and stout figures. Special \$3.50.



\$3.50 Comforts, \$2.98

Hygela Lamb's Wool Comforts, covered with fine quality silkoline, in light and dark color floral patterns; filled with pure white wool. Very warm, but light in weight; 72x78 inches, for double beds, \$2.98.

65c Sheets, 59c

Extra Fine Hemmed Cotton Sheets for single beds; soft finish, entirely free from dressing; laundered ready for use, size 63x90 inch—59c.

One of the Features of Our Greatly Enlarged Rug Department is the "ARDAHAN" RUG, the American Oriental

To people who discriminate in buying Rugs, the "Ardahan" presents many advantageous features not found in other makes.

It is practically a Wilton Rug, with the yarn on the face instead of four-fifths in the back, as is the case with a five-frame Wilton.

Being woven in separate tufts like an Oriental and only the finest worsted yarns being used, the fabric produced is similar in texture, design and coloring to the Oriental work.

We carry the "Ardahan" in all sizes from 27x54 inches, at \$3.25, to 11 feet 3 inches by 12 feet, at \$42.50.

A few of the designs are displayed in our windows.

\$3.50 to \$5 VELOUR PILLOW SLIPS, \$1.50

A wonderfully good assortment, in green, blue, garnet, brown, etc., in finely embroidered patterns; values range from \$3.50 to \$5.00, our price to-morrow \$1.50.

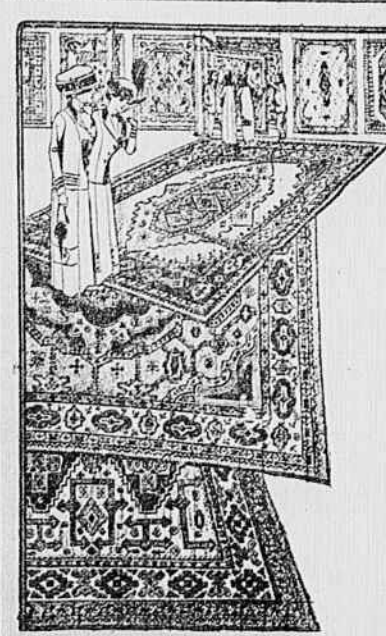


Table Linens at Special Prices

Read the following news through carefully concerning three special offerings to-morrow.

If you desire Table Linens that will WEAR, and Linens that you can buy UNDER REGULAR PRICES, then choose from our stock.

Day in and day out the Mosby Linen Store offers values that satisfy the purchaser.

\$6.50 Table Cloths, \$5.00

All Pure Linen Damask, extra heavy and extra large, 2 1/2 x 3 yards. Beautiful patterns in chrysanthemum, pansy, spot and stripe designs, with a border all around the cloth. The regular price of these Table Cloths is \$6.50.

Your choice to-morrow, \$5.00.

\$3.50 Napkins \$2.98 dz.

All Pure Linen Full Bleached Table Napkins, 22x22 inches.

They are of good heavy weight in a nice range of patterns.

Our Linen Store has never offered a better value in Table Napkins.

\$7.50 Doylies, \$5.98 Dz.

Extra Fine Hemstitched Doylies, 15x15 inches, with a satin finish. The patterns are all good, and the Doylies sell regularly in stock for \$7.50 dozen. You can buy them to-morrow for \$5.98 dozen.

All Linen Towels, \$3.00 Worth \$4.00

Only reason we can sell them for \$3.00 is that we import direct and save the jobber's commission.

Hemstitched All-Linen Huck Towels, 19x38 inches, plain, with a border and space for monogram; also, all-over patterns in fleur de lis, clover leaf and dot designs.

FANCY LINENS--Our New Import Order Just Received

The daintiest, prettiest specimens of Doylies, Centrepieces and Scarfs we've ever had in stock. Look at them anyway, whether you need any or not. You'll be as much charmed with their beauty as we are.

Round Cluny Doylies With Linen Centre
6-inch size, 19c, 25c, 35c, 39c.
9-inch size, 39c, 50c, 59c, 69c.
12-inch size, 59c, 69c, 75c, 89c, \$1.00.
19-inch Round Cluny Centre Pieces, With Linen Centre, \$1.00.
Big assortment of Centre Pieces, Lunch Cloths and Scarfs to match; all prices.

Madena Linens
Round Scalloped Doylies, with eyelet embroidery—
6-inch size, 25c 35c, 39c.
8-inch size, 39c and 50c.
12-inch size, 89c and 98c.